



**State of Bavaria**

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West Coast Division

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May 20, 2010

Dear friends and colleagues,

Please find attached our newsletter

***“Business Bavaria”***

This issue provides you with information and news about Bavaria's economy and business sectors, news on scientific research and groundbreaking developments, as well as tourist information.

You may also download this issue on our homepage:

[http://www.invest-in-bavaria.de/fileadmin/pdf/newsletter/BusinessBavaria\\_Mai2010\\_engl.pdf](http://www.invest-in-bavaria.de/fileadmin/pdf/newsletter/BusinessBavaria_Mai2010_engl.pdf)

If you need specific information on Bavaria or have any questions, please don't hesitate to contact us anytime.

We hope you enjoy reading “Business Bavaria”.

Best regards,

Your State of Bavaria Team

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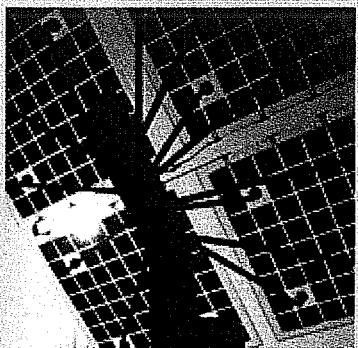
## • Rosenheim, not Amsterdam:

Springtime rush of flowers at State Garden Show  
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## Right now... in Bavaria

## Intersolar.

The world's largest trade fair for solar power will be held on June 9 – 11. Bayern International, the international business development arm of the state of Bavaria, and Bayern Innovativ, the innovation and technology transfer corporation of the state, will share a stand at **(C2.230)**.

Source: <http://de.hanabalt.com>

## Silicon for a solar world

A billion's worth of business for Burghausen, Bavaria  
Center of the world's silicon industrySource: [www.silicoverde.com](http://www.silicoverde.com)

Burghausen is an exceedingly pretty town of 18,000. Located on the banks of the Salzach River, Burghausen boasts central Europe's longest medieval fortifications and a great jazz festival.

And, as two recent blockbuster orders show, Burghausen is one of the major centers of the world's booming photovoltaic industry, whose sales are forecast to rise a further 45% in 2010.

Burghausen supplies the building blocks of this boom: photovoltaic-grade silicon and the factories turning it out.

The silicon is produced by the Munich-headquartered **Wacker-Chemie AG**, which has maintained huge production facilities in Burghausen since 1914. Occupying two square kilometers, the facilities are comprised of some 150 plants, at which nearly 10,000 staff members produce several thousand items.

The red-hot demand for solar silicon has caused Wacker to invest a further €500 million in expanding the output of its polysilicon plant in Burghausen. During the second quarter of 2010, Wacker will ramp up Burghausen's "Expansion Stage 8" to its planned output of 10,000 metric tons annually.

## Big order from Qatar

\$500 million. It's one of the largest orders ever booked in the world's photovoltaic industry. It was from a Qatar-based consortium, and a large part of it went to the explosively-growing **Centrotherm group**, which is number one in the world in the planning and building of facilities processing silicon.

Much of the work involved in processing the commission from Qatar will be handled by **Centrotherm's SiTec** subsidiary, which is a Burghausen-based provider of services for the planning, optimizing and operation of factories processing silicon into ingots and wafers.

## Million dollar business for Centrotherm SiTec

## The order:

for a plant to be commissioned in 2012 and turning out, in its first phase, 3,600 tons of silicon a year. The silicon will then be processed into the photovoltaic cells forming the basis of the Emirate of Qatar's new regenerative-based electricity generation system.

## The commissioning party:

a consortium presided over by the Emirate of Qatar and featuring the Qatar Foundation, Qatar Development Bank and a Bonn-based company.

## The company:

Centrotherm SiTec employs the expertise of Albrecht Mozer, its founder and CEO. Mozer is one of the world's leading experts on the manufacturing of silicon and of semiconductors in general, holding more than 20 patents in the field. Mozer's company has been part of the Centrotherm group since 2008.

## Five minutes with ... Karsten Neugebauer of SAFE ID



Source: www.safe-id.de

Founded in 2003 by CEO Karsten Neugebauer and headquartered in the Munich suburb of Unterhaching, SAFE ID is one of the world's leading providers of ultra-secure electronic ID systems.

### Your company's unique value added?

Speed, comprehensiveness and security. We plan and implement state-of-technology systems customized to meet country-specific needs for the management on a beginning-to-end basis of all phases and processes of identify verification and tracking.

### Your company's newest and exciting breakthrough?

Our newly-created, 30 person-strong software development team has created a suite of identity flow management programs positioning SAFE ID as a supplier of such solutions on its markets.

### Your company's most productive source of personnel?

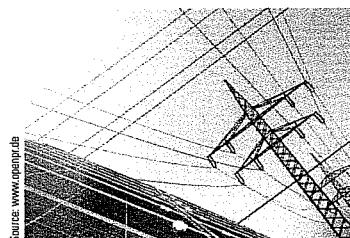
Experts applying on their own initiative to work for us. Headhunters. Recommendations from our staff members.

### Your company's sources of financing?

Business angels got us through the start-up phase. We're now financing our expansion from our fast-growing operations.

[http://www.exportpreisbayern.de/wettbewerb\\_2009/industrie/](http://www.exportpreisbayern.de/wettbewerb_2009/industrie/)

## INSIDE THE STATE, INSIDE TECHNOLOGY From Bavaria: smart grids for the solar boom



Source: www.e-on.de

Some 35,000 photovoltaic facilities were installed in 2009 Bavaria, reports E.ON Bayern AG, the operator of a grid covering most of the state.

That was reportedly an all-time record for any region in the world. It was twice Bavaria's 2008 total, itself an all-time high. Thanks to these accomplishments, Bavaria now accounts for 40% of the solar power produced in Germany. Not bad for a state with 17% of the country's surface.

Impressive though 2009's result was, it will probably be smashed in 2010. During the first three months of 2010, applications for 17,000 PV facilities were registered with E.ON Bayern.

Great news for the state's economy and environment—and a huge challenge for Bavaria's grid. It has to deal with an unprecedented number of suppliers and sharply fluctuating feed-ins. Solar power is only generated when the sun shines—and that is very unpredictable.

Required is a new generation of equipment giving grids the 'intelligence' required to distribute and store regenerative power in ways avoiding excess surges and thus waste.



The development of such "smart grids" is being lead-managed by Bavaria's Energy Technologies Cluster. To coordinate this work, the Cluster has facilitated the founding of the "Photovoltaic Network Feed-ins" forum.

Its meeting on March 18, 2010 in Bayreuth was attended by no less than 180 participants. One of them was General Electric.

Setting forth the expansion of its European Global Research Center in Munich's northern "tech suburb" of Garching, the American technology giant founded on April 13th a Center of Expertise on Electronic Power Converter Technologies. The center's main thrust: developing the facilities enabling today's grids to efficiently exploit renewable energy.

### Key figure

**Five million** visitors have toured the BMW-Welt since its inauguration in October 2007, making the facility Bavaria's top tourist attraction—no mean feat in a state featuring the Neuschwanstein castle and other world-draws.

[http://www.youtube.com/watch?v=UqSHLE\\_R8g](http://www.youtube.com/watch?v=UqSHLE_R8g)



## Home of prize-winning scientists and technologies The Max Planck Institute for Quantum Optics in Garching

Every autumn, Thomson Reuters issues its predictions of the winners of the year's Nobel Prizes. One of top favorites for 2009's Physics Prize was Juan Ignacio Cirac Sasturain.

Born in 1965 in Spain and now a director of the Max Planck Institute of Quantum Optics (MPQ), Cirac is already being ranked as an even hotter contender for the 2010 awards.



Source: [www.wikipedia.org](http://www.wikipedia.org)

"I know how such rankers put together their forecasts. Their criteria include number of citations of research work and major awards won. As has been repeatedly shown, their criteria are not necessarily those of the Nobel Prize Committee," notes Cirac.

Among Cirac's 19 major honors: the Prince of Asturias Award (Spain's most significant), the BBVA Foundation Frontiers of Knowledge Award, and the Benjamin Franklin Medal.



Source: [de.wikipedia.org](http://de.wikipedia.org)

Should Cirac win, he will be following in the footsteps of Theodor Hänsch, who won the Nobel Prize in 2005 and is also a director at the MPQ, which is located in the vast tract of research centers forming the northern reaches of Munich's "Science Suburb" of Garching.

Cirac's field is quantum information, which strives to harness the principles of quantum mechanics to the creation, processing, storing and transmission of information. One product of this research will someday be ICT (information and communication technology) devices with speeds, sophistication and capacities exponentially greater than today's ones.

### Other celebrated directors at the Max Planck Institute for Quantum Optics

**Ferenc Krausz**, the driving force in attophysics and femtophysics, in which lasers operating in the attosecond and femtosecond areas "photograph" and probe atomic processes with unprecedented precision. A femtosecond is one quadrillionth of a second – or one millionth of one billionth of a second.



MAX-PLANCK-GESELLSCHAFT

"What attracted me to MPQ was that it offers something very precious to researchers. And that is the freedom to conduct research without any constraints," Cirac notes.

The presence of top researchers like himself attracts, in turn, the best and the brightest young scientists to the institute. Each year, Cirac handpicks five or six of these brilliant "youngsters" - from some 200 applicants - to join his team of 30.



Source: [www.mpg.de](http://www.mpg.de)



Source: [www.optics.org](http://www.optics.org)



Source: [www.mpq.de](http://www.mpq.de)

Video: <http://www.youtube.com/watch?v=rZvUwx1Lork>

## Bavaria in your briefcase in May and June

### Springtime Bavaria's flowering

Source: www.sparta-touristik.com



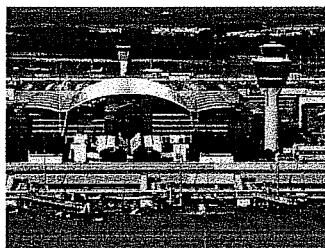
April 23. Horticulture fans throughout Bavaria and Germany have had that date written into their calendars for many. It is on that day that Bavaria's State Garden Show opened its doors. Running until October 3rd, the Show is being staged on a 13 hectare-large site in the pretty eastern Bavarian city of Rosenheim.

The site is located on the River Inn and other streams. The Show's motto is, accordingly, "In(n)spiration". In view of this plethora of waterways, it's not surprising that the show's main attractions include 8 bridges. Equipped with benches, these are the perfect places to take in the 5,800 square meters of flowers, herbs and shrubs comprising the highpoint of the Show. Among these flowers: 183,000 tulips!

<http://www.rosenheim2010.de/willkommen.html>

Perennial favorites with flower fans are the botanical gardens located in Augsburg, Bayern, Erlangen, Munich, Regensburg, Weihenstephan, Würzburg and high up in the Alps. The latter is the appropriately-named "Alpine Garden". It is perched on a mountain-top plateau some 1850 meters above sea level – and right next to King Ludwig II of Bavaria's Neo-Moorish hunting lodge-cum-pleasure palace. Open June – September.

### Munich Airport does it again! Ranked number one in Europe once more



Based in London, Skytrax is a market research organization that has devoted itself to the aerospace industry. Each year, it polls the world's air travelers to determine which are regarded as being the world's best airports. The travelers use 40 criteria – ranging from check-in times to cleanliness of toilets – to compile their rankings.

This year, 9.8 million air travelers were polled. Their verdict: capping its first place finishes in 2005-2008, Munich is Europe's best airport – and one of the top five in the world.

More of the world's travelers will soon have a chance to experience the airport's excellence. With the advent of the summer flight plan, Singapore Airlines will become the latest addition to the ranks of major airlines operating long-haul flights out of Munich. The arrival of SIA and other carriers will boost the number of destinations served by Munich to 218 in 66 countries. These destination now include Miami and Tashkent.

## Upcoming trade fairs and events

### ...in Munich

#### Automatica

June 8-11

Automation technologies and mechatronics

[www.automatica-munich.com](http://www.automatica-munich.com)

#### Intersolar 2010

June 9 – 11

The world's leading event for the solar industry

[www.intersolar.de](http://www.intersolar.de)

#### FESPA 2010 München

June 22 – 26

Film, digital and textile print technologies

[www.fespa2010.com](http://www.fespa2010.com)

#### German-Brazilian Business Meeting

May 31-June 1, Munich

High-level meeting of businesspersons and senior governmental figures from the two countries

#### For further information:

<http://www.bdi.eu/brasilien2010/Brasilien2010.htm>

### ...in Nuremberg

#### SENSOR + TEST The Measurement Fair

May 18-20

Sensor, measurement and testing technologies

[www.sensor-test.de](http://www.sensor-test.de)

### ...abroad

#### Delegation trip to China

Headed by Katja Hessel, Bavaria's Vice Minister of Economic Affairs, Infrastructure, Transport and Technology, the trip will take place from July 18 – July 24, 210, and will devote itself to machine and plant engineering, automotive and chemical industries

#### For further information:

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## Your key to our state

### Invest in Bavaria

**Invest in Bavaria is the Business Promotion Agency of the Bavarian Ministry of Economic Affairs and Bayern International GmbH.**  
Our international team provides investors with the information and services needed to get them going to and growing in our state.

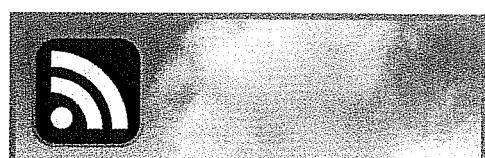
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May 26, 2010

## **Web 2.0 Expo 2010**

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Dear >NAME<,

It was a pleasure meeting you at Web 2.0 Expo 2010 in San Francisco. We hope you had a successful show.

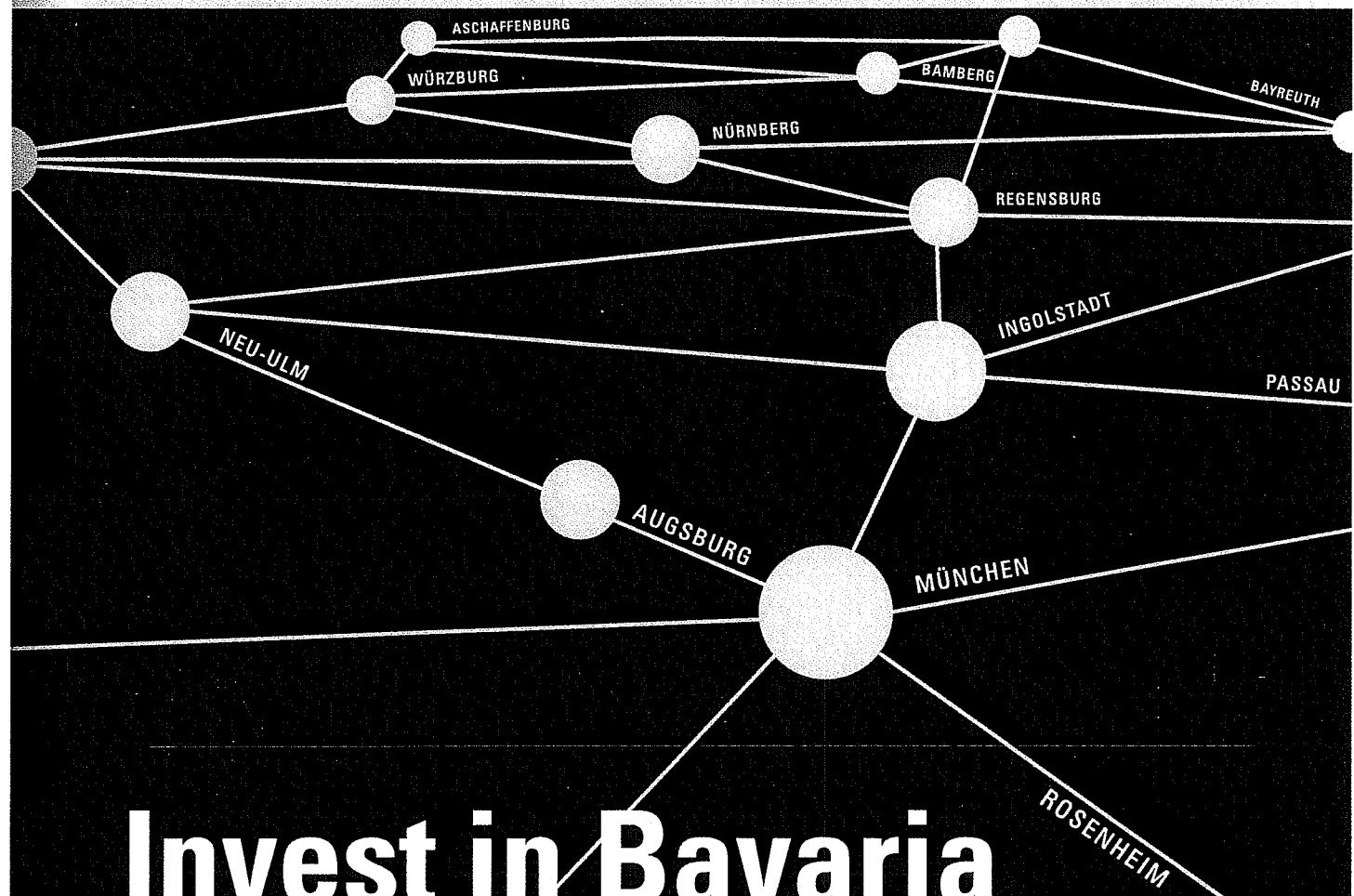
You had mentioned that your company is looking into business opportunities in Europe and Germany. We like to offer our cost-free and confidential assistance in finding the perfect location for your overseas office or subsidiary in Germany. In cooperation with 'Invest in Bavaria', our San Francisco based office provides extensive services to companies planning to expand in Europe.

Bavaria and especially the Greater Munich area has been an engine of IT development and application ever since the birth of the sector. It's IT and software sector with more than 20,000 companies is one of the largest and most diverse in the world. Bavaria is also an ideal location in the center of the lucrative German-speaking and European markets. Please see the attached brochure for details.

We would be happy to discuss in more detail how we can assist your company in achieving your expansion objectives. Please do not hesitate to contact us with any questions or concerns.

Best regards,

Lucie E. Merkle,  
Executive Director



# Invest in Bavaria

IT is our world.  
Welcome to our network.



# IT is our world. Welcome to our network.

## Bavaria - Europe's leading IT sector

Bavaria has been an engine of IT development and application ever since the birth of the sector. Today, after five decades of growth, the state's IT sector is one of the largest and most diverse in the world. Including both world-spanning technology giants and a wealth of locally-active specialized 'hotshops', the sector's 20,000 companies and their 380,000 staff members create, manufacture and deploy products, services and services forming IT's leading edge.

Longstanding members of this sector include Microsoft, Intel, Oracle, IBM, Adobe, Alcatel-Lucent, Nokia Siemens Networks, Adobe, Texas Instruments, NTT DoCoMo, Sun, Tata, Infor and many others. Many of these companies have set up in Bavaria their German and Europe headquarters and their R & D centers. The newest centers include those recently commissioned in Munich by Google (developing web applications) and Olympus. The Japanese technology giant's Munich-based facility develops IT-based imaging applications for use in the life sciences.

As Google stated, it was the wish to work on the spot with Bavaria's highly innovative IT companies-- world-spanning or locally-active, long-time residents or newcomers - which caused it to select Munich. As Google well knows, the working relationships among the state's IT companies generate a steady stream of technologies, and yield suppliers and customers.

Many of the cutting edge technologies stemming from Bavaria offer ways to solve IT's pressing concerns: making computing more secure and environmentally-friendly, while extending and enhancing its accessibility and breadth of operation.

All of the state's IT companies share an operating asset: highly-qualified and innovative staff members. Many of these people are products of Bavaria's highest-ranked institutions of higher education, which turn out some 4,000 computer scientists a year.

The local graduates work side-by-side at Bavaria's companies with counterparts from elsewhere in Germany - and from all over the world. As is the case with the personnel staffing companies in other sectors of technology in Bavaria, the world's computer scientists flock to work in a state famed for its quality of life and sustainability of economic performance.

## Where IT meets: Bavaria's trade fairs

The state's IT companies don't have to go very far to pitch their new and exciting products and services to the world market, which attends the pacesetting technology trade fairs held in Munich and Nuremberg, two of the most important venues in the world.

These trade fairs include Munich's Electronica/Productronica and SYSTEMS, and Nuremberg's SMT/HYBRID/PACKAGING. These fairs are complemented by a large number of high-impact and well-attended congresses, conferences and corporate events.



- Germany's only mainframe training center:  
**[www.it-akademie-bayern.de](http://www.it-akademie-bayern.de)**
- Database on Bavaria's IT companies:  
**[www.it.bayern.de](http://www.it.bayern.de)**
- Portal for Bavaria's IT community:  
**[www.invest-in-bavaria.de/IT](http://www.invest-in-bavaria.de/IT)**
- Munich's trade fair center:  
**[www.messe-muenchen.de](http://www.messe-muenchen.de)**
- Nuremberg's trade fair center:  
**[www.messenuernberg.de/en](http://www.messenuernberg.de/en)**

**Links**  

# At home in Bavaria: you and your customers!

It is a story of mutual success: Bavaria's IT sector and the rest of the state's business community.

The community is also comprised of the aerospace, automotive, life sciences, environmental technologies, electronics, industrial engineering and other industries. Each of these sectors is among the most successful in the world. All of the sectors' companies employ IT technologies made in Bavaria.

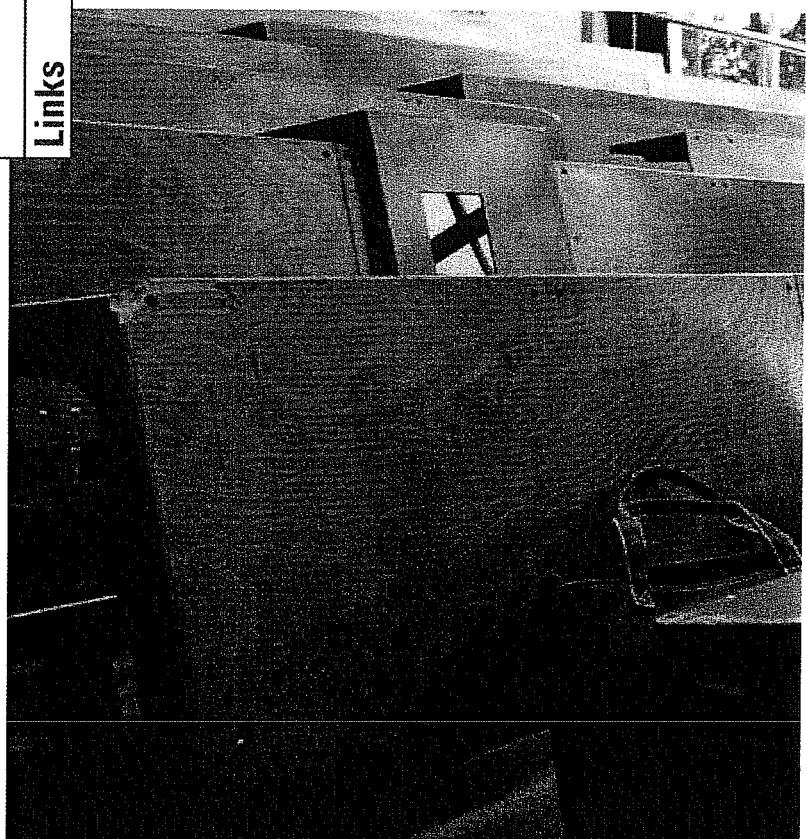
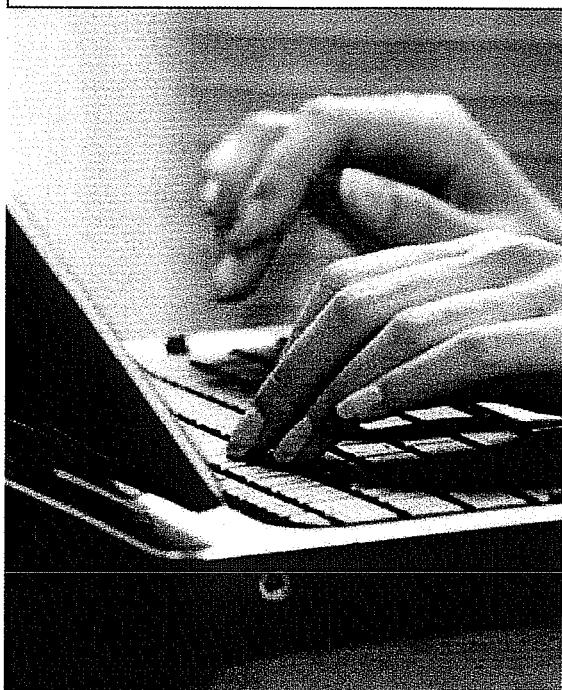
The development of these technologies, in turn, is often thanks to commissions placed by the companies themselves. Many of these are SMEs (small and medium-sized enterprises), of which there are more than 400,000 in Bavaria. Of the SMEs, a large number are providers of technical and skilled trade services. These, in turn, are availed upon by Bavaria's IT companies in creating and marketing their technologies and their components.

That the IT sector works so closely and well with the rest of the state's--and world's-- business community is anything but a matter of happenstance. It is, rather, due to the policies enacted by Bavaria's government. They have fostered the staging of the events and the coalescence of the 19 technology clusters at which working relationships between IT companies and their potential suppliers, partners and customers are forged.

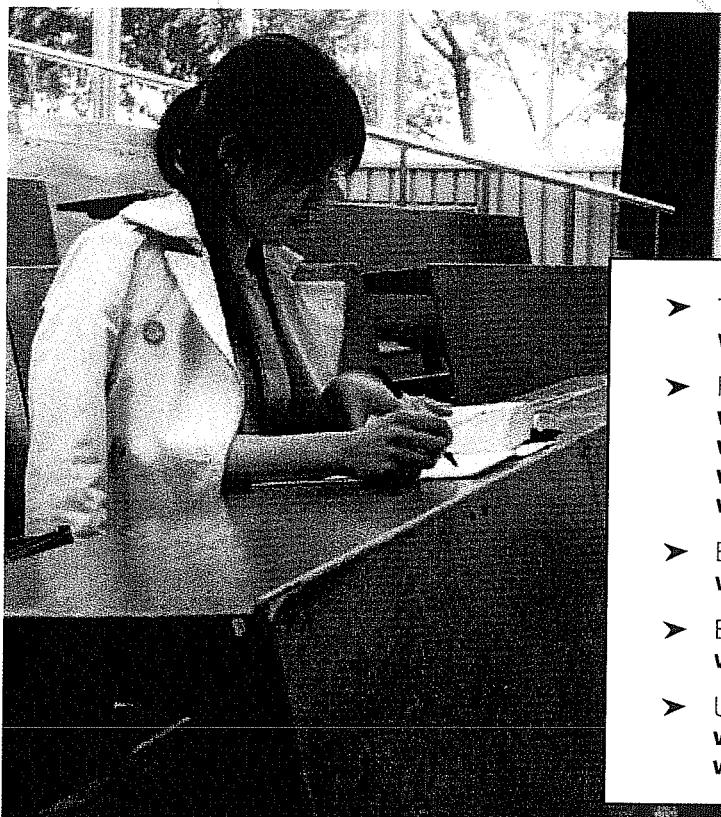
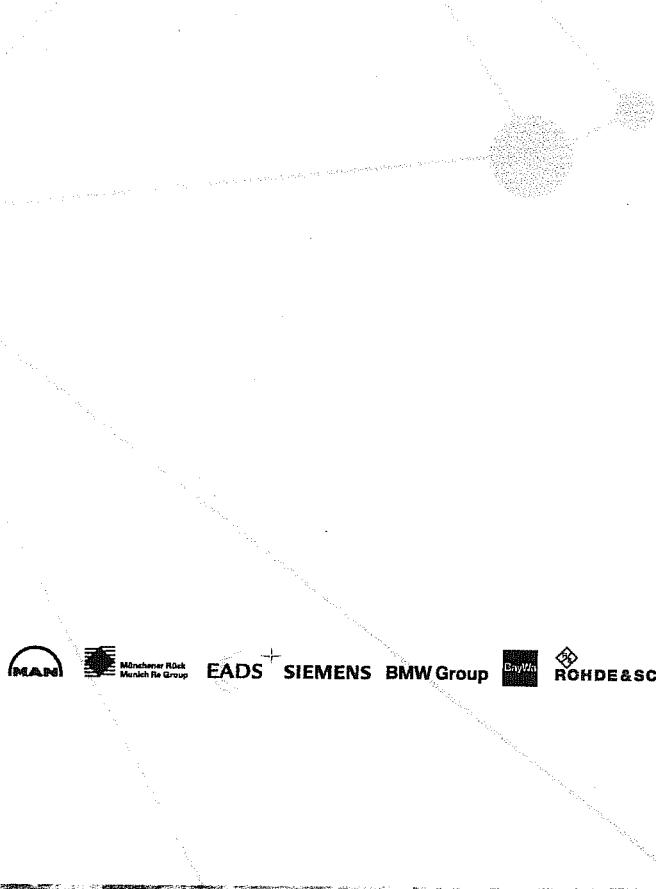
**adidas** **OSRAM** **GED** **Giesecke & Devrient** **FRESENIUS** **THE LINDE GROUP** **MTU** **Allianz** **KHORR-BREMSE** **B/S/H/** **Audi**

- Hot technologies from Bavaria and the companies providing them:  
[www.key-technologies-in-bavaria.com](http://www.key-technologies-in-bavaria.com)
- Calendar of events at Bavaria's clusters:  
[www.stmwivt.bayern.de/veranstaltungen](http://www.stmwivt.bayern.de/veranstaltungen)

X  
Links



# Where your cutting-edge technologies are developed: Bavaria's research network



Bavaria's research network is one of the world's great engines of technological development. The network is comprised of 11 universities, 17 universities of applied technologies, 9 Max Planck Institutes, 7 Fraunhofer Society facilities and 3 Helmholtz research centers. Their staff members employ state-of-the-art equipment in developing and applying path-blazing technologies. The number and impact of these technologies are detailed by a few simple facts. Each year, more patents are registered in Germany than anywhere else in Europe. And each year, more patents - many in ICT - are registered in Bavaria than in any other state in Germany.

Bavaria's IT research network includes the Fraunhofer Institute for Integrated Circuits, Munich's top-ranked Ludwig Maximilians University and TUM (University of Technology), and the Institute for Broadcast Technologies. These institutions work closely with their state counterparts and Bavaria's IT companies to come up with fundamental breakthroughs and advanced applications. Many of these joint development projects enjoy the support of the dedicated program set up by the state government for that purpose, and take place under the auspices of special-purpose research consortia and clusters.

The ever-growing range of applications for IT in manufacturing, logistics, medical, environmental protection, construction and other areas of operation is reflected both in the aims of the research projects and in the courses of study offered at Bavaria's institutions of higher education.

- The Website of Bavaria's research consortia:  
**[www.bayfor.de](http://www.bayfor.de)**
- Research Institutions:  
**[www.fraunhofer.de/EN](http://www.fraunhofer.de/EN)**  
**[www.max-planck.de](http://www.max-planck.de)**  
**[www.helmholtz.de](http://www.helmholtz.de)**  
**[www.irt.de](http://www.irt.de)**
- Bavaria's ICT support program:  
**[www.iuk-bayern.de](http://www.iuk-bayern.de)**
- Bavaria's institutions of higher education:  
**[www.stmwfk.bayern.de/en/universities](http://www.stmwfk.bayern.de/en/universities)**
- Universities of Excellence:  
**[www.tum.de](http://www.tum.de)**  
**[www.lmu.de](http://www.lmu.de)**

# Get connected. Join our network.

## Where IT clusters to create: BICC<sup>NET</sup> IT cluster

No company can do it all. No company goes it alone. Recognizing these facts, the government of Bavaria has systematically fostered the creation of links between its IT business and academic communities. These links and their ensuing networks were recently given a new form. Forming part of Bavaria's Alliance for Innovation (Allianz Bayern Innovativ), the state's new BICC<sup>NET</sup> cluster encompasses all the players in the state's IT sector: companies (both globally-operating and locally active), research institutions and public authorities.

The cluster's breadth of activity is equally all-encompassing. It comprises the development and launching of R & D projects, consortia and platform, and the serving as an interface to other industries.

The cluster's projects are equally diverse and wide-ranging. They address embedded systems, IT-based financial transactions, applications for the life sciences, and infrastructure enabling content and open systems. Your access to a world of technologies and a state of innovative regions and their companies!

Companies participating in BICC<sup>NET</sup> thus get access to market-making technologies and to the suppliers, partners and customers networked in each and every region and community in Bavaria, with these including Aschaffenburg and Rosenheim, and Bayreuth and Augsburg.

- Bavaria's Alliance for Innovation:  
[www.allianzbayerninnovativ.de](http://www.allianzbayerninnovativ.de)
- IT cluster initiative:  
[www.bicc-net.de](http://www.bicc-net.de)
- Regional networks:  
[www.invest-in-bavaria.com/IT](http://www.invest-in-bavaria.com/IT)
- The link to the state with a wonderful quality of life:  
[www.bayern.de](http://www.bayern.de)





#### The link to the link

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Invest in Bavaria - A joint project between the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology and Bayern International